

VERSO

LIMITED EDITIONS

FOR IMMEDIATE RELEASE

Contact: Glen Serbin | Verso Limited Editions
glen@versoeditions.com | 805-963-0439

and the Lucie goes to...

**Verso Limited Editions : BOOK PUBLISHER OF THE YEAR for
*Bruce Davidson: Central Park in Platinum***

Santa Barbara, CA, October 27, 2009 – [Verso Limited Editions](#) has been awarded the prestigious **2009 Lucie Award for Book Publisher of the Year** for their publication of [Bruce Davidson: Central Park in Platinum](#).

Renowned portrait photographer Joyce Tenneson presented the award to Glen Serbin, President of Verso Limited Editions on October 19th at the [7th Annual Lucie Awards](#), a gala black-tie ceremony held at New York's Lincoln Center. Ms. Tenneson, the author of 13 photography books herself, introduced the nominees with a moving statement about the impact that books have on all of us.

The worldwide photography community pays tribute to the year's most outstanding photographic achievements at the annual Lucie Awards ceremony. This year, 1100 people attended the event from 25 countries around the globe. The Lucies recognize men and women whose life's work in photography merits the highest acclaim by their peers. As 2003 honoree Douglas Kirkland said, "The movie industry has its Oscars and the photography community has its Lucies."

"It is an overwhelming honor to be recognized by the Lucie Foundation for this project" said Glen Serbin, president of Verso Limited Editions. "For over 40 years, Bruce Davidson has been one of my heroes. As a boy, his work inspired me to follow a path in professional photography. I am honored, as well as humbled, to have the opportunity to publish this remarkable photographer's work in platinum. The entire process has been a labor of love."

2009 Lucie awards were presented in categories ranging from Lifetime Achievement (Ara Guler) to Achievement in Fashion (Jean-Paul Goude), Photojournalism (Gilles Peres), Portraiture (Mark Seliger), Sports (Marvin Newman), Documentary (Reza) and Humanitarian (Fazal Sheikh). Achievements in support categories from fashion to advertising included Harper's Bazaar for Fashion Layout of the Year and Steve Fine, Director of Photography for Sports Illustrated for Picture Editor of the Year. Nadav Kander won the 2009 IPA competition for International Photographer of the Year.

“We are thrilled to be part of this gathering of such talented and deserving honorees. Each year grows on the foundation built in prior years of the Lucies” says Lucies founder Hossein Farmani. *“We are witness again to an extraordinary group of superbly gifted honorees, and honored by the equally accomplished presenters. They are truly the best in their respective fields.”*

About Bruce Davidson: Central Park in Platinum

Verso Limited Editions produced *Bruce Davidson: Central Park in Platinum* in a limited edition of 50 books using the finest traditional materials and processes. The hand-bound collection contains fourteen original, platinum prints (twelve bound and two free-standing). Each print is numbered and signed by Davidson. The text of the book is handset and letterpressed, and includes an introduction by Charlotte Cotton, curator and department head of photography at Los Angeles County Museum of Art.

“Platinum is known as a precious metal. It’s a noble metal in that it is beautiful, helpful and catalytic. When used in making a platinum print, it allows for a greater tonal range and subtlety in the final print. The craftsmanship of this project is beyond what I could ever achieve using silver gelatin,” said the photographer, Bruce Davidson, upon viewing the first completed commerce edition. *“It is as if the Central Park imagery has been reborn and a new vision of the imagery holds true. The Platinum portfolio has brought me closer to my original vision and closer to the nature of the Park.”*

The fourteen images included in *Bruce Davidson: Central Park in Platinum* come from Davidson’s four-year exploration of the park, which began in 1991. The collection can be viewed along with simultaneous exhibitions of Davidson’s photographs taking place in New York City at the [Howard Greenberg Gallery](#) (November 4 – January 2) and the [Bryce Wolkowitz Gallery](#) (November 6 – December 19). The Wolkowitz exhibition is an important retrospective covering fifty years of the artist’s celebrated career. *Central Park in Platinum* will also be displayed by Aperture in their upcoming Paris Photo booth, November 19 – 22.

About Verso Limited Editions

Verso Limited Editions, an imprint of Santa Barbara-based Serbin Communications, Inc., draws on the traditional, handcrafted book form to celebrate the work of significant photographers. Verso projects emulate the finely printed, rare editions of the 1900s of artists like Picasso, Chagall, Dali and Matisse. Born out of reverence for great photography, Verso Limited Editions are designed for individual private photography collectors, galleries with permanent collections, and institutions with an interest in the photographic genre.

Please visit <http://www.versoeditions.com> for more information, or contact the publisher, Glen Serbin at 800-876-6425 x239 (email: glen@versoeditions.com).